

# Data for Annual Report + 1995 Earnings release

Nielsen

shipment

1995 PM vol 221.794

Ind vol 481.204

PM share

Ind Prem share 1995

1994

1993

% chg 7.1

46.09

~~69.94~~ 69.96 +2.49

67.47

63.21

47.3 / +1.15pts  
vs 1994

1995 Ind Premium

33,663.6 billion

PM vol 221.794

PM Prem 183.349

PM Disc 38,445

% prem

82.67% +1.94 vs 1994

1994 Ind Premium

330391 + 6245<sup>95</sup> vs 94

PM vol 219.402

PM Prem 177.128

PM Disc 42.271

% prem

80.73%

PM share

44.80

replaced 80.7 in earnings

46.16

1993

PM vol 194.715

Prem 144.886

Disc 49.828

% prem

74.41%

Marlboro share

OPB share

	1995	1994		1995	1994	
year	30.10	28.13	+1.97pts	30.69	28.57	+2.12

8.93

Marlboro share

4 Oct 1995

31.59

Basic share of Discount - Nielsen

1995 Year

1994 Year

15.76

14.49

+1.27

15.8

14.5

+1.3

2045377052